

# Look!

## Just One Day's Picking!



**This Canadian Wonder Plant Gives You 17,000 Blooms!**



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# "FLAMING TORCH" ARRIVES FROM CANADA

**It's Here! Fabulous New 1954 Plant Introduction Gives You Thousands of Blooms — Masses of Red-Flowering Torches As Long As Your Arm The First Blooming Season!**

Developed at Official Canadian Experiment Station — First Supplies Now Coming Through!

**DOWN FROM THE WILDS OF CANADA** comes news of an amazing discovery! A huge, magnificently beautiful plant that grows five feet tall by nearly 4 feet wide, and covers itself with 17,000 fiery red blossoms!

A spectacular plant that is literally a forest of beauty — that sends up 50 . . . 100 . . . 200 magnificent flowering spikes — and then crowns those spikes with flaming torches of solid bloom—200 flowering torches up to 2½ feet high!

A plant that is so hardy that it survives in swamps, deserts, snow-swept plains . . . that is so productive that it actually **CHOKES OUT WEEDS** competing with it for space . . . that is so fantastically easy to grow that you can cut two, three and four thousand blossoms from it **THE VERY FIRST SEASON ALONE**, and then **COUNT EVEN MORE BLOSSOMS REMAINING IN BLOOM ON THE PLANT!** And now here is how you can actually get this amazing plant to turn your garden into the show-place of your neighborhood, and do it **FOR LESS THAN A FRACTION OF A PENNY FOR EVERY HUNDRED BLOOMS!**

This spring, how would you like to grow a new plant variety in your garden that probably none of your neighbors have ever seen before in their entire lives . . . that they never even dreamed existed . . . that they may not even believe is real until they've walked up to it and **TOUCHED** it with their own hands!

How would you like to grow a plant that you simply place into the ground this spring . . . that you leave almost entirely alone . . . that you simply "plant and forget" until this June, and then you will have a **magnificent, traffic-stopping prize—almost five feet high by three feet wide—already presenting you with your first thousand blossoms?** How would you like to grow a plant that can easily give you an average of **1,000 new blossoms a week** in June, July, August and September? A plant that can easily give you as many exquisite, violet-sized flowers in one weekend than you might have dreamed possible to grow in an entire summer! A plant that can constantly produce enough flaming clusters . . . each up to 2½ feet high . . . that you can cut and place in your own home . . . in your neighbor's house . . . in every house on your block, all summer long?

## 200 Flaming Torches As Long As Your Arm

For years, top Canadian hybridizers in Morden, Manitoba, had been experimenting with a little-known European plant called **Lythrum** for its magnificent purple color. These men were trying to see what would happen to this plant when top hybridizers started to work on it — to change its growing habits — to produce a super-blooming new breed of plant that the world had never seen before! And then one morning, walking into their test fields, they had **Nature's** answer!



There, in all that sea of purple, one single branch had turned an incredible fiery, red-pink in color! And this one reddish-pink spike was not merely one foot in length as the others had been, but it **stretched out to 2½ feet of SOLID BLOSSOMS**—blossoms 1½ times larger than these hybridizers had ever seen before — each blossom virtually the same size as a magnificent prize-winning violet! Breathlessly, these Canadian hybridizers took this one priceless branch, and severed it from the mother plant. Carefully they rooted it into a new plant . . . grew a second plant as magnificent as the first . . . then 10 . . . 50 . . . 100 . . . 200 magnificent plants springing up into a field of beauty that **had never been seen before by human eyes!** And this plant they named **Lythrum Morden Pink!**

## Now Comes An Even Greater Discovery!

Still these plant hybridizers were not satisfied! Still they wanted more bloom, more beauty, more color and **more lasting bloom**, though it scarcely seemed possible!

Now they bred and crossbred this new race of Lythrum with other varieties . . . eagerly watched and measured the size, the flowers, the hardness, of thousands of test plants . . . watched generation after generation of these new giants come into bloom and fade. Until one June day . . . a 3rd generation hybrid cross of Morden Pink and Lythrum Alatum flamed into bloom ahead of all others — **stood out in sheer**

size and beauty as no Lythrum had ever bloomed before — and then, like a miracle, held its bloom even longer! Masses of red-flowering torches up to 2½ feet high, flowering torches as long as your arm . . . flowering torches gleaming a new red, red as fire, each tinged with a luscious shade of rosy-red from the heart of each perfect flower . . . the entire plant aflame like a huge wall of living color! And this is the brand-new 1954 plant introduction, **LYTHRUM MORDEN GLEAM**, that is now available to you, but only if you act immediately! Supplies are limited and planting time is growing short!

## Hundreds of Flowering Spikes! Thousands of Blossoms

These hybridizers discovered that this new Morden Gleam produced very little seed . . . that instead it took the energy that most plants devote to seed, and used that energy to send up — not 10 — not 20 — not 50 — but as many as 200 magnificent flowering spikes . . . a flaming mass of beauty 5 feet high by nearly 4 feet wide . . . the entire plant buried under showers of solid blossoms! These hybridizers discovered that these plants would survive sub-arctic frosts, where the temperatures plunged to 20 below zero . . . and that they would bloom in fierce, summer heat just as well. They discovered that they would bloom in full sun or shade. That they were so strong, so hardy that they would grow in almost any garden soil whatever — whether that soil is wet, dryish, clayey or sandy!

## A Few Minutes To Plant — A Lifetime Of Beauty!

**YOU ARE NOW LOOKING AT LYTHRUM MORDEN GLEAM.** First seen by human eyes in an official Canadian Experiment Station, a single plant of this spectacular new 1954 flower introduction will grow 5 feet tall in your garden . . . **WILL ACTUALLY GIVE YOU FIVE THOUSAND TO EIGHT THOUSAND BLOSSOMS THIS SUMMER ALONE!** And for every year thereafter, it will easily give you 17,000 magnificent new blossoms — and more! And that's just the beginning — read this!

## Blooms In June, July, August, September . . . Sometimes Right Up To Frost!

These men discovered that this plant was so eager to live that it would grow, bloom and bloom again and again, all summer long, even with its roots buried under water! That it would give you fresh masses of bloom almost daily — from June to July, August, September, sometimes right up to frost! And that beginning in Autumn even its lush green foliage would change color into a burnished-red flecked with traces of gold. They discovered that this plant was almost completely free from insects or disease — that no insect, no plant disease could fade its fantastic beauty! And finally, came the discovery that this plant grew more beautiful with each passing year! That it gave you five, six, seven thousand blossoms its very

first year! That it easily gave you up to 17,000 blossoms its second year! And that every year thereafter, it continued to give you new value and beauty . . . that you could actually divide each single plant into 10, 12, even 15 new plants . . . an unending parade of gigantic 5-foot traffic-stoppers — as many as 100,000 magnificent blossoms surrounding your home with living walls of fiery beauty!

**Best Time To Plant  
Is Now For Earliest,  
Fullest Bloom  
This Summer!**  
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Garden City, New York

Dept. DA 54

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A spectacular plant that is literally a wall of beauty — that sends up 50 . . . 100 . . . 200 magnificent flowering spikes — and then crowns

those spikes with flaming torches of solid bloom—200 flowering torches up to 2½ feet high!

A plant that is so hardy that it survives in swamps, deserts, snow-swept plains . . . that is so productive that it actually **CHOKES OUT WEEDS** competing with it for space . . . that is so fantastically easy to grow that you may cut two, three and four thousand blossoms

from it **THE VERY FIRST SEASON ALONE**, and then **COUNT EVEN MORE BLOSSOMS REMAINING IN BLOOM ON THE PLANT!** And now here is how you can actually get this amazing plant to turn your garden into the show-place of your neighborhood, and do it **FOR LESS THAN A FRACTION OF A PENNY FOR EVERY HUNDRED BLOOMS!**

This spring, how would you like to grow a new plant variety in your garden that probably none of your neighbors have ever seen before in their entire lives . . . that they never even dreamed existed . . . that they may not even believe is real until they've walked up to it and **touched** it with their own hands!

How would you like to grow a plant that you simply place into the ground this spring . . . that you leave almost entirely alone . . . that you simply "plant and forget" until this June, and then you will have a magnificent, traffic-stopping prize—up to five feet high by three feet wide—already presenting you with your first thousand blossoms?

How would you like to grow a plant that can easily give you an average of **1,000 new blooms a week** in June, July, August and September? A plant that can easily give you as many exquisite, violet-sized flowers in one weekend than you may have dreamed possible to grow in an entire summer! A plant that can constantly produce enough flaming torches, each up to 2½ feet high . . . that you can cut and place in your own home, in your neighbor's house . . . in every house on your block, all summer long?

**200 Flaming Torches As Long As Your Arm**

This is the plant that was recently developed in one of Canada's leading agricultural stations — and is now available to you!

For years, top Canadian hybridizers in Morden, Manitoba, had been experimenting with a little-known European plant called *Lythrum*

for its magnificent purple color. These men were trying to see what would happen to this plant when top hybridizers started to work on it — to change its growing habits — to produce a super-blooming new breed of plant that the world had never seen before! And then one morning, walking into their test fields, they had Nature's answer!

There, in all that sea of purple, one single branch had turned an incredible fiery, red-pink in color! And this one reddish-pink spike was not merely one foot in length as the others had been, but it stretched out to 2½ feet of **SOLID BLOSSOMS**—blossoms 1½ times larger than these hybridizers had ever seen before — each blossom virtually the same size as a magnificent prize-winning violet!

Breathlessly, these Canadian hybridizers took this one priceless branch, and severed it from the mother plant. Carefully they rooted it into a new plant . . . grew a second plant as magnificent as the first . . . then 10 . . . 50 . . . 100 . . . 200 magnificent plants springing up into a field of beauty that had never been seen before by human eyes! And this plant they named *Lythrum Morden Pink*!

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Now they bred and crossbred this new race of *Lythrum* with other varieties . . . eagerly watched and

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**Hundreds of Flowering Spikes! Thousands of Blossoms**

These hybridizers discovered that this new *Morden Gleam* produced very little seed . . . that instead it took the energy that most plants devote to seed, and used that energy to send up — not 10 — not 20 — not 50 — but as many as 200 magnificent flowering spikes . . . a flaming mass of beauty 5 feet high by nearly 4 feet wide . . . the entire plant buried under showers of solid blossoms! These hybridizers discovered that these plants would survive sub-arctic frosts, where the temperatures plunged to 20 below zero . . . and that they would bloom

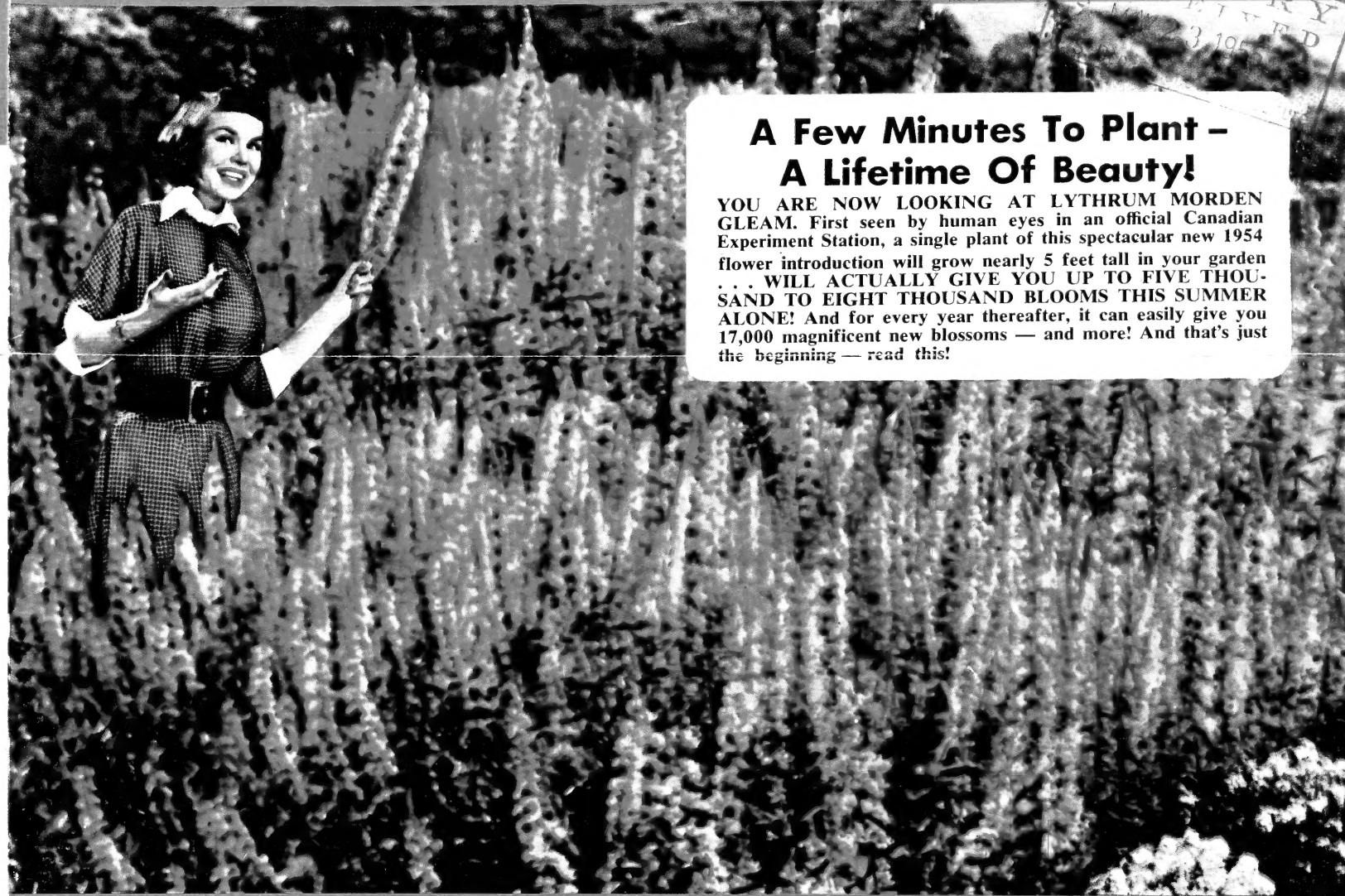
in fierce, summer heat just as well. They discovered that they would bloom in full sun or shade. That they were so strong, so hardy that they would grow in almost any garden soil whatever — whether that soil is wet, dryish, clayey or sandy!

These men discovered that this plant was so eager to live that it would grow, bloom and bloom again and again, all summer long, even with its roots buried under water! That it would give you fresh masses of bloom almost daily — from June to July, August, September, sometimes right up to frost! And that beginning in Autumn even its lush green foliage would change color toward a burnished-red flecked with traces of gold. They

discovered that this plant was almost completely free from insects or disease—that no insect, no plant disease would fade its fantastic beauty! And finally, came the discovery that this plant **grew more beautiful with each passing year!** That it could easily give you five, six, seven thousand blossoms its very first year! That it easily gave you up to 17,000 blossoms its second year! And that every year thereafter, it continued to give you new value and beauty, that you could actually divide each single plant into 3, 5, even 10 new plants . . . an unending parade of gigantic 5-foot traffic-stoppers — as many as 100,000 magnificent blossoms surrounding your home with living walls of fiery beauty!

**A Few Minutes To Plant — A Lifetime Of Beauty!**

YOU ARE NOW LOOKING AT **LYTHRUM MORDEN GLEAM**. First seen by human eyes in an official Canadian Experiment Station, a single plant of this spectacular new 1954 flower introduction will grow nearly 5 feet tall in your garden . . . **WILL ACTUALLY GIVE YOU UP TO FIVE THOUSAND TO EIGHT THOUSAND BLOSSOMS THIS SUMMER ALONE!** And for every year thereafter, it can easily give you 17,000 magnificent new blossoms — and more! And that's just the beginning — read this!



**Blooms In June, July, August, September . . . Sometimes Right Up To Frost!**

**SUPPLIES LIMITED - ORDER TODAY**

**MAIL ENCLOSED ORDER FORM — NO STAMP NEEDED**





# Who Ever Heard of **17,000** **BLOOMS** From One Single Plant?

**LOOK AT THESE MAGNIFICENT 2½ FOOT  
FLOWERING SPIKES COVERED WITH BLOSSOMS—  
And One Plant Gives You Nearly 200 More!**

THESE 2 to 2½ FOOT FLOWERING TORCHES weighted down with hundreds of violet-sized, ¾" blooms would be the center of attraction in any home! And what a magnificent gift for your friends! You'll pick a bouquet a day all summer long from just one of these amazing plants called Lythrum Morden Gleam! Why not spend 10 planting minutes this spring . . . no more...and grow hundreds of these exquisite reddish-pink flowering spikes in your garden this summer!

## "Look!

Just One Day's  
Picking!"

**NOTICE**  
Supplies Running Out  
— Offer Closing  
AirMail Reply Requested

Read What  
Canadian  
Plant Science  
Discovered!

## Best Time To Plant Is Now For Earliest, Fullest Bloom This Summer!

READ THIS MONEY BACK GUARANTEE

Last year, thousands begged us for even the old Lythrum Morden Pink variety and we simply couldn't supply them. This year, with this BRAND-NEW 1954 MORDEN GLEAM INTRODUCTION and even less of a supply, they'll be gone even faster! It's first come, first served, once they're gone, they're gone . . . no more 'til next year. So if you want Lythrum Morden Gleam blooming in your garden this season, you must act immediately!

Order today, and we will send you 3 of these Lythrum Morden Gleam plants already starting to burst out of their 2" pots . . . ready to be shipped to you in vigorous leafy condition . . . for only \$3.98. This is far less than a fraction of a single penny for every hundred blooms that you will grow! And these 3 plants are sent to you on this complete 2-way guarantee:

**MONEY BACK GUARANTEE**  
1) You must be delighted with the plants we send you or your money back within 10 days. Or we will replace any plants free of charge, if you prefer.

2) Plant these Lythrum Morden Gleams as a background for your

garden . . . as flaming 5-foot centerpieces to flood your garden with thousands and thousands of colorful blooms. Plant them as privacy shields for your terrace . . . as a fiery red background for your flower beds, your roses. Plant them in matched pairs alongside your entrances! Or plant 2 sets as flowering hedges. You'll see them erupt into living walls of bloom beginning this June! If you do not agree with us that this is one of the most fantastically beautiful plants you have ever seen . . . that it towers over your garden with solid masses of flowering spikes up to 2½ feet tall . . . that it stops traffic with its breath-taking five-foot beauty that can be seen a full block away . . . that it actually astounds your friends with its graceful, delicate blooms, then simply notify us and we will replace any plants free of charge! But supplies are still strictly limited! Today is the first and only time this year you will see this offer . . . so for the garden of your dreams, mail no risk coupon today!

**ACT NOW!**  
Supplies Limited  
— For The Garden  
Of Your Dreams,  
Fill Out And Mail  
No Risk Coupon  
Today!

**NO STAMP NEEDED —  
WE PAY POSTAGE**

LAKELAND-DEERING  
NURSERIES SALES  
Garden City, N. Y.

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"Fill your home with color all summer long"

**ONLY MINUTES TO PLANT --  
A COMPLETE GARDEN IN ITSELF  
NEARLY 4 MONTHS A YEAR**

**Blooms In June, July, August, September . . .  
Sometimes Right Up To Frost!**

# lakeland-deering nurseries sales

garden city, new york

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Dear Friend:

Come along with us now on a strange and fascinating journey that began only a few short months ago, in the summer of 1954.

Imagine yourself trekking alongside one of our "plant scouts" as you tour the vast Western Canadian wilderness for rare and unusual plant "finds." As you pass through tiny hamlets that dot this harsh and wildly beautiful land, you hear farm folk tell of a strange wonder plant they have seen with their own eyes at their official agricultural station, not far away. A plant (that judging from their fantastic description) "shoots up flowering red spikes 5 feet high" and "blooms like a leaping wall of fire all summer long!"

## "The Plant That Lights Up The Wilderness!"

The next day, you look out upon a scene of flowering beauty you never dreamed possible! There on the grounds at the experiment station, you look out upon a living field of fiery, torchlike bloom! All about you are teeming masses of color that seem to leap out of the very ground...that touch their spreading flame blossoms from plant to plant until they blend into a fiery sea of beauty! You find yourself staring in awe at shoulder-high torches of bloom...at gigantic flowering spikes as long as your arm that stretch their red spires to the sky! And to your utter astonishment as you draw closer, you see MASSES of these red flowering spikes stemming from each single plant!

This is LYTHRUM MORDEN GLEAM --the sensational new 1954 flower introduction named in honor of the official Canadian experiment station where it first came into

(please turn to page 2)

being! This is the "flaming beauty of the North" you can have blooming in your garden this summer and for years to come, if you accept this introductory offer now!

Limited Supply of New Canadian Wonder Plant  
 - - LYTHRUM MORDEN GLEAM - - Now Available  
 To American Gardeners On This Thrilling  
 Flower Offer!

Within the enclosed flower brochure you will read how this flowering miracle was wrought by these Canadian men of science...how for many years they sought to produce this super-blooming new breed of flower the world had never seen before...and now for the first time, have finally achieved it!

Picture 17,000 Blooms In Your  
 Garden--From One Single Plant!

Plant now, and suddenly, beginning this June, you'll be astounded to see each of your Lythrum Morden Gleam Plants go on a phenomenal blooming spree! You'll see your beds, your borders erupt into brilliant masses of color! Plant them as fiery hedges...you'll see your walks, your grounds, your entrances hemmed in by a living wall of blossoms! Plant them as blazing showpieces against your foundations--in any barren spot that needs a breathtaking splash of color--and they'll reward you with showers of blossoms all summer long!

And no wonder! For here is a plant with such incredible blooming power that a single young Lythrum Gleam placed in the ground this spring gives you as many as 8,000 luscious blossoms the first year, 17,000 or more blossoms next year... and as the agricultural tests show, blooms in sun or shade...blooms in any type of garden soil!

Wouldn't you like to be first in your neighborhood to grow these super-blooming new "fiery torch" plants? To flood your garden with their blazing masses of color--to pick living bouquets so huge you'll have to carry them in both arms--and pick them by the armful all through the summer!

The Time Is So Short For You To Accept  
Our Thrilling First-Time Offer That I  
Enclose An Air-Mail Envelope Which  
Needs No Stamp For Your Prompt Reply

At this very moment--in our North Country greenhouses not far from the Canadian border --our entire available supply of Lythrum Morden Gleam is approaching the top peak for shipping.

After your order is received--at exactly the right moment of maturity--your young Lythrum Morden Gleam plants are taken from their individual 2" growing pots--specially processed in a moisturizing wrap together with the rich earth they're grown in - and rushed to the waiting soil of your garden!

They're actually INDIVIDUALLY POT-GROWN for you! Actually growing in earth as we ship them -- actually growing in earth as you receive them in leafy vigor!

That's why they're so easy to plant. It only takes a few minutes to scoop out a few holes and plant them. That's why they give you thousands of blooms the very first season you plant them. And mountains more year after year!

Get All 3 Lythrum Morden Gleam Plants for Only  
\$3.98 -- Enjoy Thousands of Gorgeous Blossoms  
For Less Than A Penny For Each Hundred Blossoms!

Naturally, you would expect that a variety so new and unique cannot be produced in unlimited quantities.

Already we are being deluged with reservations from home gardeners who have heard the news of this new Canadian wonder plant. All indications are that every last available Lythrum Morden Gleam will be snapped up by flower lovers within the next two to three weeks. And once they're gone -- no more until next year.

(please turn to page 4)



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**Don't  
Delay!**  
Fill in and  
Mail **NOW**  
in enclosed  
Air Mail  
Envelope

## **MAIL NO-RISK COUPON TODAY!**

**NO STAMP NEEDED — WE PAY POSTAGE**

**LAKELAND-DEERING NURSERIES SALES**  
Garden City, New York

Please ship me the top-quality Lythrum Morden Gleam collection I have checked below at proper planting time for my locality. When my plants arrive, I will pay postman low introductory price plus C.O.D. and postage. If any plant fails to thrive and bloom, you will replace it free of charge.

**10-Day Money Back Guarantee**

### **CHECK OFFER DESIRED:**

- ☐ 3 Lythrum Morden Gleam — all for \$3.98
- ☐ 6 Plants only \$6.95 (You save \$1.01)
- ☐ 9 Plants only \$9.95 (You save \$1.99)

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☐ **CHECK HERE TO SAVE MONEY!** Postal rates have recently gone up! Enclose payment with your order and we pay all postage and delivery charges. You save approximately 68c postage and C.O.D. fees. Same guarantee of full satisfaction, of course!

